

# COMMUNITY EVENT MARKETING STATUS REPORT June 17 th 1996

PROJECT	STATUS	DATE
<p><u>Community Sponsored Events</u></p> <p>1996 Calendar:</p>	<ul style="list-style-type: none"> <li>Initial 96 calendar consists of 51 events. Breakdown is as follows: <ul style="list-style-type: none"> <li>- Military - 5</li> <li>- Hispanic - 15</li> <li>- General Market - 26</li> <li>- Native American - 1</li> <li>- Asian - 4</li> </ul> </li> <li>Marlboro Music schedule: <ul style="list-style-type: none"> <li>- Military Dates - 15 (2 Hispanic)</li> <li>- State Fairs - 6</li> <li>- Racing - 1</li> <li>- <u>Hispanic - 13</u></li> </ul> </li> <li>Total 35 Dates</li> <li>June schedule is as follows: <ul style="list-style-type: none"> <li>-Summer Lights 5/30-6/2</li> <li>-Oklahoma Red Earth 6/7-9</li> <li>-Harborfest 6/7-9</li> <li>-116th Street Festival 6/8</li> <li>-Chuchill Downs 6/26-30</li> <li>-Latino World Fest 6/28-30</li> </ul> </li> <li>Our name generation activities continue to below average due to the fact I feel that the kioski doe's not call out to the consumer with just the streight brand logo. We are in need of some communication that states "FREE GIFT FROM MARLBORO". I will follow with the brand group and legal.</li> <li>Todate we have conducted 10 events. we have recieve totals for 8 of the 10. Our name generation totals are off by 36%. we have only generated 20,554 name todate. Pack sale have generated movement of 274,400 units. We will explore opportunities to increase our name gen efforts in order to meet the objective of 4,000 names per event.</li> <li>- We have now include Government Affairs on our element memo cc: listing.</li> <li>Submitted shape CD budget and brief for Brand consideration. Tracy Young has submitted samples of the Shape CD to Leo Burnett to review. We have follow up with Tracy and todate we have had no progress report from her or Leo Burnett. i will keep you updated.</li> </ul>	

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PROJECT	STATUS	DATE
<u>Contracts</u> <b>Responsibility:</b>	<ul style="list-style-type: none"> <li>• We continue to work with our Legal Department in order to expedite 1996 agreements in a timely fashion. We have only nine events to submit for the year.</li> <li>• Bid waivers for (dance program) Country Club Enterprizes will be submitted for approval.</li> </ul>	
<u>Minority Advertising</u> <b>Media Plan:</b>	<ul style="list-style-type: none"> <li>• We have received a media schedule for our upcoming Military Concerts dates.</li> </ul>	
<u>Marlboro Music</u> <b>Military Concerts:</b>	<ul style="list-style-type: none"> <li>• All military installations have submitted their letter of approval and contracts for this year's Marlboro Music participation. Legal has review each agreement and we will be forwarding finals for signatures.</li> </ul> <p>Military headquarters  New London, CT (Navy) - July 12-14  Cherry Point, NC (Marine) - July 19-21  Pensacola, FL (Navy) - July 26-27  Killeen, TX (Army) - Aug. 2-4  El Paso, TX (Army) - Aug. 9-11</p> <p>Happenings is assisting us with the execution of a Marlboro Music New London Military concert ticket raffle which will be conducted both at the NYO and Rye NY. Happenings will do a desk drop at both locations. We hope to have 20 winners per nights.</p> <ul style="list-style-type: none"> <li>• All Military concerts materials are in production and will be recieved in each market as scheduled.</li> <li>• Working with Trade Marketing &amp; FSF to plan hospitality needs at concert, VIP invitation list, and bar program promotional tie-ins.</li> <li>• English ROP ads completed and in production. Spanish ad creative brief and media plan in review.</li> <li>• Organizing bar night needs with bases.</li> <li>• Finalizing Hospitality arrangements with John Murphy, Ann Marie Grimaldi and Debbie Miller (i.e. menus, invitations, on-site personnel)</li> <li>• Completing Production and Name Generation shipments.</li> <li>• Arranging hotel accommodations for PM, promoters and artists.</li> </ul>	

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**State Fair Concerts:**

- We have once again been able to obtain concert rights and tobacco exclusivity at major state fairs for 1996.
- Our schedule is as follows:
  - Montana Fair - 8/10-13
  - Ohio State Fair - 8/30
  - L.A. County Fair - 9/7-8
  - State Fair of Oklahoma - 9/19
  - Virginia State Fair - 10/4
  - South Carolina State Fair - 10/9

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Hispanic Concerts:	<ul style="list-style-type: none"> <li>- The 116th Marlboro Music concert was well recieved by the Hispanic community. the artist who appeared were: TITO ROJAS EDDIE SANTIAGO BANDA LOCA MARC ANTHONY</li> </ul> <p>The jumbo tron assisted us in extending our consumer viewing reach and bold presence for the brand. The promoter reported his over all attendance to be over 400,000.</p>	
Cookbook:	<ul style="list-style-type: none"> <li>• Rolling M Cookhouse continues to be well received at events attended.</li> <li>• Remaining Events: <ul style="list-style-type: none"> <li>- Country Jam USA -Grand Junction, CO</li> <li>- Taste of Dallas - Dallas, TX</li> <li>- San Fernando Valley Fair - Burbank, CA</li> <li>- Marlboro Military Concert - Killeen, TX</li> <li>- Marlboro Military Concert - El Paso, TX</li> <li>- Colorado State Fair - Pueblo, CO</li> </ul> </li> <li>• Premier Nights: <ul style="list-style-type: none"> <li>- Continue to be well attended and enjoyed by the Field Sales Force and their guests.</li> </ul> </li> </ul>	
Dance Program:	<ul style="list-style-type: none"> <li>• Guidebook and follow-up correspondence in production.</li> <li>• Coordinating materials for 1st EC meeting.</li> <li>• Clubs have all been contacted and contracts to be executed over next 2 weeks.</li> </ul>	

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